

# Honour Roll 2015 Bob Balog



## **Hereford breeders congratulate auctioneer Bob Balog of Balog Auction Services, for being named to the Canadian Hereford Association's Honour Roll.**

Balog grew up on the Balog Hereford Ranch (BHR) at Milk River, Alberta and remains in the business under the name BHR, where Herefords play a prominent role.

Hereford breeders say Balog has done more for the Hereford breed in Alberta and beyond, than any auctioneer in the province – bar none.

“Everybody likes him,” says longtime Hereford breeder Ron Hanson.

“He always comes across as an honest farm kid,” says Hanson. “He is trusted and sincere with everyone – buyers and sellers alike.”

“He has a dynamic voice and he’s always on time and he keeps his word.” Hanson says Balog takes pride in his purebred sales and still runs the best sales in western Canada.

Hereford breeder Gordon Church calls Balog “the voice of Herefords”. Church has always been impressed with Balog’s knowledge of the breed’s bloodlines.

“Balog has put his heart and soul into the Hereford and livestock industries – more than anyone I know,” says Hereford breeder Al Fenton.

Balog studied Animal Science at Olds Agricultural College, with intentions of becoming a veterinarian. He changed his plans in his last semester, however, heading to the Western College of Auctioneering in Billings, Montana. He set his sights on selling at purebred Hereford sales.

Back in Lethbridge, Alberta, Balog got

his start at a southern Alberta Auction Market and did his first Hereford sale in 1974 at the Powesland Production Sale. He established his own yards, strategically close to Lethbridge-area feedlots in 1980 when it was tough times in the cattle business but he never quit. He built the business with his family. His sister Maureen has been his office manager for 28 years.

Together, the family has worked hard to service both industry buyers and sellers.

“Bob doesn’t favour the buyer,” says customer Hans Ulrich.

Balog has now run millions of cattle past the block and has sold at almost every major Horned Hereford sale in Canada and a dozen States in the USA. He has also sold many polled Hereford sales in Alberta and beyond.

He has represented Canadian Herefords across the world.

Along the way, Balog Auction was named Southern Alberta Business of the Year in 2005 and Bob himself was named the Canadian Livestock Industry Leader of the Year by the Record Stockman at the National Western Stock Show in Denver, Colorado, the same year. These awards recognized Balog’s outstanding contributions to the livestock industry and his “25 years of service to commercial and seedstock producers in both countries.”

He has done so with a personal touch.

Bob has received many awards throughout his career, but most recently he was named 2013 Lethbridge Citizen of the Year and presented by the Mayor of Lethbridge, with the key to the city.

“No one has tried harder for his customers,” says friend and customer Al Fenton.

As a colleague, Donnie Peacock says Balog always makes him feel welcome. Balog was Peacock’s idol when entering the business of auctioneering.

Colonel Steve Dorran started his business about the same time as Balog. He calls Balog “one of the most enthusiastic auctioneers” he knows and says Balog brings that enthusiasm to every sale that he does.

Donnie Raffin, who used to sell the

Calgary Bull Sale with Balog, says Balog is professional in every way.

“He is Mr. Hereford,” says Raffin, “and he has integrity and honesty above reproach.”

Customer Walter Blume says Balog “takes every auction seriously” and is someone with a lot of “integrity”. He can work fast or he can work slowly, according to need, says Blume, who also describes Balog as “extremely professional.”

The late Kurt Gilmore, former publishing editor of the Canadian Hereford Digest, says community support is an integral part of Balog’s life, outside and inside cattle circles.

He has purchased 4-H steers in Alberta and beyond and has supported numerous junior activities, for years. He has given financial support and in-kind support to Hereford field days and tours in western Canada, where he sometimes announces free of charge and donates his sound system, says Gilmore.

“Balog pulls cattle from four western provinces,” says Gilmore. “Bob gets our Hereford breeders more money for their feathernecks, and gives them an option to sell Hereford cattle in a Hereford market,” – that is, Balog Auction Services.

Maurice and Ellen Oddan of Misty Valley Farms say “Bob Balog is one of the Hereford industry’s greatest assets. His enthusiastic support and promotion of the breed is unwavering. His warmhearted hospitality is generous and genuine. We are fortunate to have Bob as our ally.”

Ladies and gentleman, please put your hands together to recognize Mr. Bob Balog, The Canadian Hereford Association’s latest inductee to the Canadian Hereford Association Honour Roll.